

# Boston Main Streets **IN BRIEF**

*Building vibrant commercial districts*

## Vol. 1 July/August 2002

Boston Main Streets

"In Brief" is a bi-monthly newsletter of the Main Streets' staff and district managers. It communicates important policy update, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements. To all involved in the Main Streets collaboration.

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Do you have any technical tips, trivia, or other news we can all use? Send comments on and contributions to "In Brief" to [thasch.dnd@ci.boston.ma.us](mailto:thasch.dnd@ci.boston.ma.us)



## Urban Main Streets Forum June 24-26 A Grand Success!

On June 24-26, 2002 Boston Main Streets co-hosted the first-ever Urban Main Streets Forum, a conference on urban commercial district revitalization. The forum was a collaborative effort by Boston Main Streets, the Main Street National Trust, LISC Neighborhood Main Street Initiative, and Boston LISC. More than 250 people representing a cross section of the nation's cities and towns, including Baltimore, Camden, New Jersey, Detroit, Miami, Minneapolis, Oakland and Pittsburgh. The forum featured high quality education sessions, idea exchange facilitation, networking, and informational tours and dinners in several Boston Main Streets' districts including Brighton, Chinatown, Dudley Square, Jamaica Plain, Mission Hill, Roslindale Village and Washington Gateway.

*It was outstanding. We walked away with tools we could use and a true appreciation for the applicability of the Main Streets program to the work we are doing.* Joyce Wilson Harley, Esq. Program Director, NJ Multi-City LISC, Trenton, NJ

## Four Corners Main Street Groovin' to Motown July 19 Wowed the Crowd!

Four Corners Main Street held its first benefit on July 19 with a theme to honor the past while celebrating the present: MOTOWN! Many guests and volunteers dressed in 60's and 70's garb. They danced to a nine-piece band that belted out old school tunes, and pulled in one guest to sing a solo of "My Girl". Robert Cooper, Senior Council at Boston Bank of Commerce, a sponsor of the event, summed up the night by saying, "With Stylistics giving way to Temptations, Four Corners Main Street's Groovin' to Motown event was anything but square." Joyce Stanley of Dudley Square Main Streets compared the benefit to an "old fashioned house party." Groovin' to Motown was an important first-time signature event for Four Corners Main Street and...it was profitable!

## Policy Updates

- All Storefront Improvement Project applications now require a completed Affidavit to be submitted along with the Project Consideration Form. Call your BMS Neighborhood Business Manager for more information.

- New Monthly Performance Measures Reports have been sent to Main Streets managers and board members. Complete and submit the new reports effective September 2002.

- Donnette Owens has resigned as Executive Director of Fields Corner Main Street, effective July 31, 2002. Best wishes to Donnette on her next career move.
- Hyde/Jackson Main Street is accepting applications for District Manager

### The Art of Main Streets Management

#### Groovin' to Motown Special Event Planning Tips

- Involved board members. They should make sponsorship phone calls and personal pleas.
- Provide a variety of sponsorship levels for potential sponsors.
- Go low budget and establish a theme. Organizers spent half the budget on the band, which made the night memorable. They were able, however, to put the rest of the night together for a limited amount of funds by using the Motown records/albums/music theme and by carrying that theme through all their promotional pieces and decorations.
- Provide detailed job descriptions to all volunteers. Without job descriptions volunteers' responsibilities may be unclear. They may be underutilized and become frustrated.
- Assign two point people to ensure that on-site management and logistics flow smoothly.

### Main Streets' To-Do List

- Contact Bik Ng, 617.635.0245 for information on the 48<sup>th</sup> Annual International Downtown Association's Conference to be held in Boston, September 28-October 1, 2002.
- Call Ann Marie Rowlands, 617.635.0261, to brainstorm ideas for "Boston Unwrapped!" Main Streets' annual district shopping campaign. The campaign helps your business capitalize on the season.
- Submit up-to-date board and volunteer address/email lists to Boston Main Streets to ensure members receive timely information.
- Sign contract paperwork immediately and return it to DND to ensure that City funding will be available for your program. In many cases, the return of signed contract/contract amendment paperwork from districts has been extremely delayed.
- For all Main Street Managers-attend the next bi-monthly managers meeting on September 23, 2002, 9:00 a.m.-1:00p.m.

### Happenings on Main Streets

- Jul. 25-Aug. 16 Roslindale Summer Concert Series
- Sept. 2 Hyde/Jackson Jamaica Plain World's Fair
- Sept. 4 Four Corners Fall Street Festival
- Sept. 18 East Boston Networking Breakfast
- Sept. 19 Hyde Park Networking Breakfast
- Sept. 21 South Boston Street Festival
- Sept. 24 Washington Gateway Ribbon Cutting for Don Quixote Market
- Sept. 28-Oct. 1 International Downtown Association 48<sup>th</sup> Annual Conference
- Oct. 31 Allston Village Washington Allston Birthday Breakfast
- Oct. 24 St. Mark's Area Testimonial to Judge Paul Murphy with Jimmy Tingle
- Oct. 25 Upham's Corner Jazz Night, Our Fall Fundraiser
- Nov. 2 Brighton Annual Gala, Masquerade Ball at the Boat House

### "Making Your Neighborhood Work" On Boston's Neighborhood Network (BNN)

- Sept. 4 Four Corners
- Sept. 18 DPW and Neighborhood Cleanups
- Sept. 25 Upham's Corner

*See repeats of the show throughout the week on cable station 9 or 22, Wed. at 10:00 p.m.; Thurs. at 6:00 a.m.; Sat. at 10:00 a.m.; and Mon. at 1:30 a.m. The show also can be seen on RCN cable 15 or 16*

### Main Streets Madness- Trivia Question for the (Bi)Month

Name three mayors who have recently visited Boston Main Streets. Find the answer in the next issue of Boston Main Streets "In Brief"